A REPORT ON
OFF-STREET PARKING AND TRAFFIC CONTROL
IN THE CENTRAL BUSINESS DISTRICT
AND
THREE OUTLYING CENTERS

Prepared For

The City Council

of

THE CITY OF OAKLAND

California

HARLAND BARTHOLOMEW AND ASSOCIATES

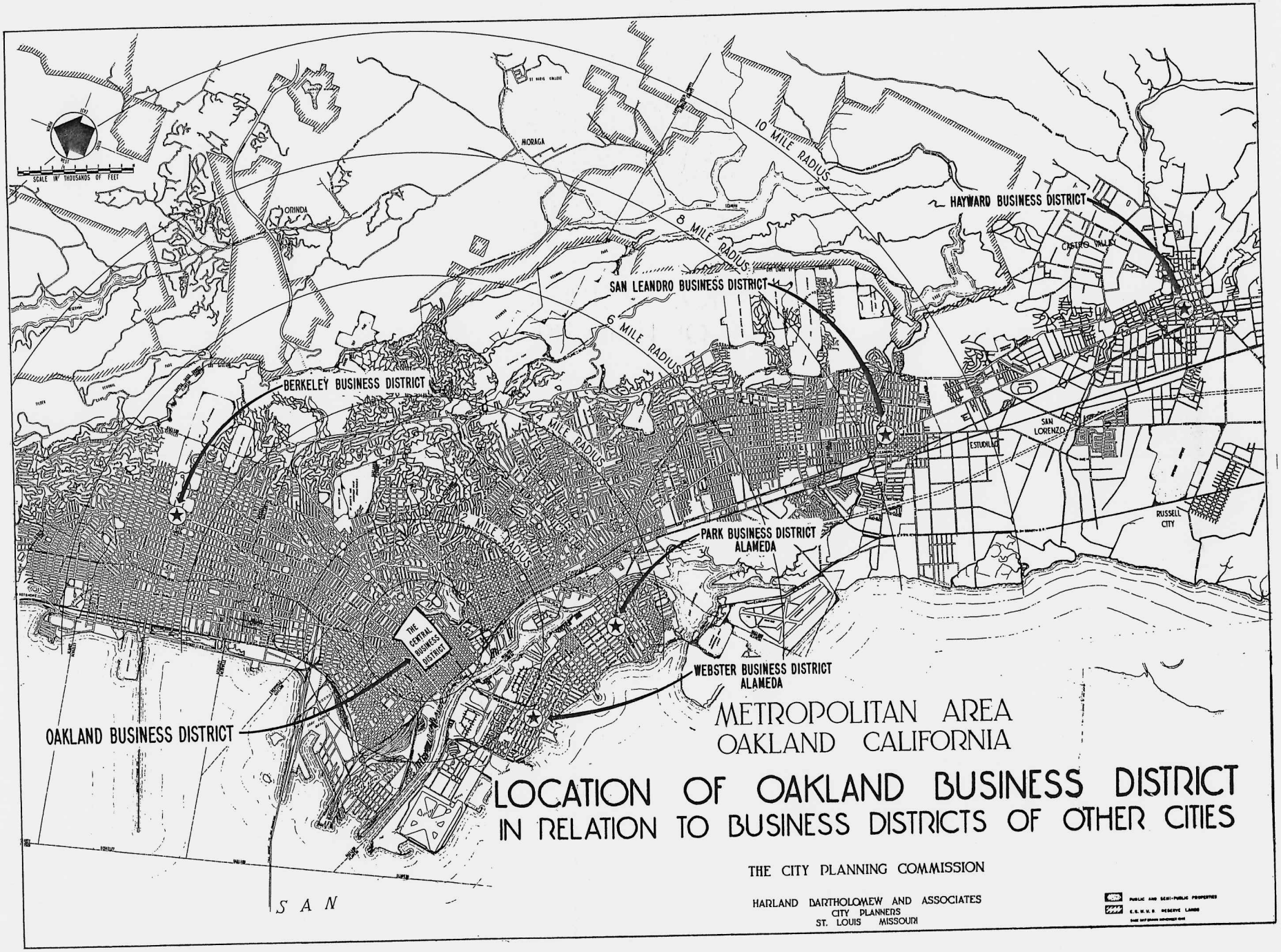
CITY PLANNERS

ST. LOUIS, MISSOURI

May, 1947

A UNIT OF THE OAKLAND MASTER PLAN

PLATE I.



METROPOLITAN AREA
OAKLAND CALIFORNIA

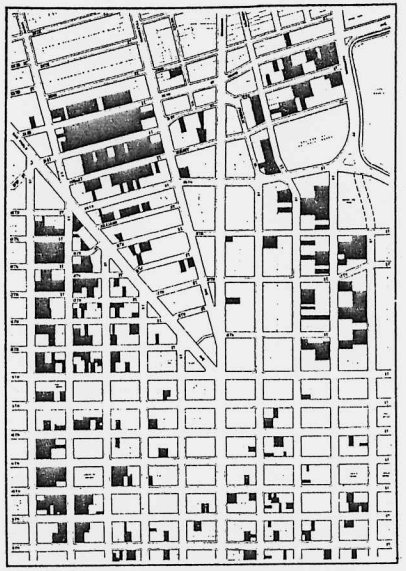
LOCATION OF OAKLAND BUSINESS DISTRICT IN RELATION TO BUSINESS DISTRICTS OF OTHER CITIES

THE CITY PLANNING COMMISSION

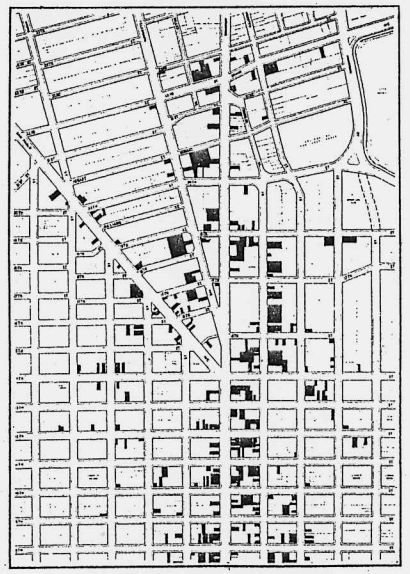
HARLAND BARTHOLOMEW AND ASSOCIATES
CITY PLANNERS
ST. LOUIS MISSOURI

PUBLIC AND SEMI-PUBLIC PROPERTIES
E.B.M.U.D. RESERVE LANDS

EXISTING LAND USES IN THE CENTRAL BUSINESS DISTRICT



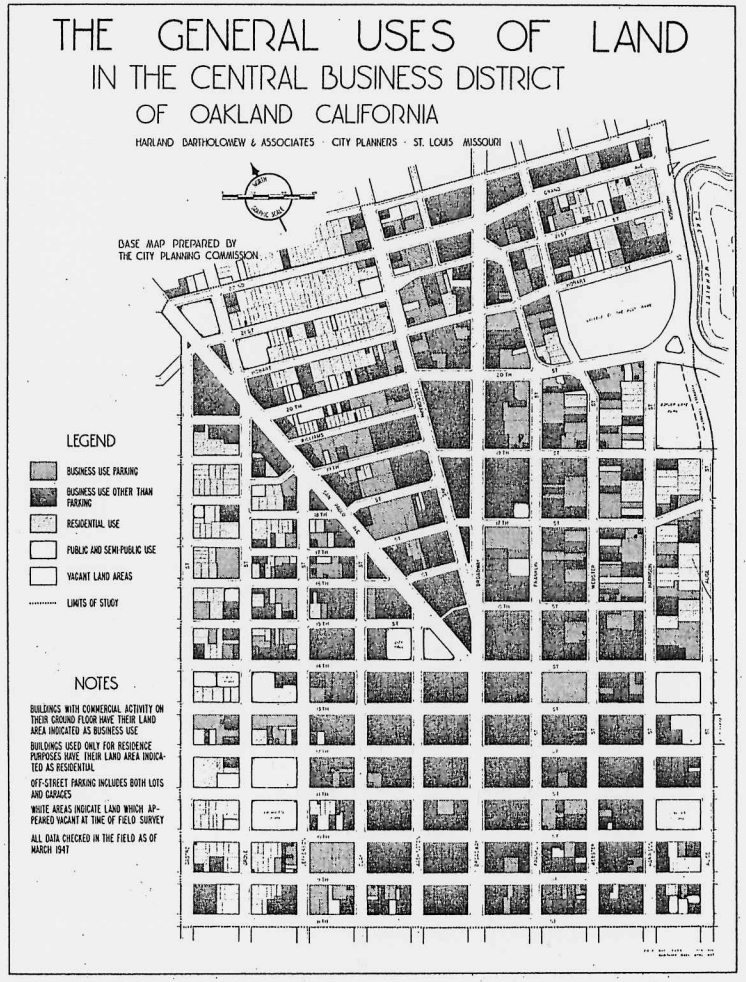
RESIDENCES



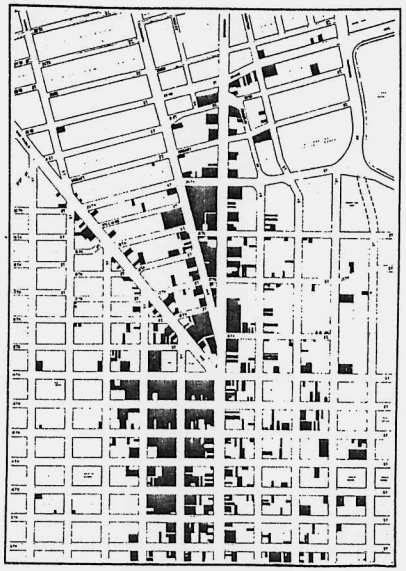
RESTAURANTS AND AMUSEMENTS

THE GENERAL USES OF LAND IN THE CENTRAL BUSINESS DISTRICT OF OAKLAND CALIFORNIA

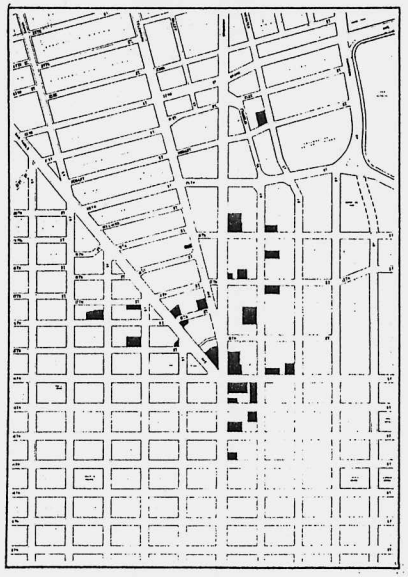
HARLAND BARTHOLOMEW & ASSOCIATES · CITY PLANNERS · ST. LOUIS MISSOURI


BASE MAP PREPARED BY THE CITY PLANNING COMMISSION
LEGEND
BUSINESS USE PARKING
BUSINESS USE OTHER THAN PARKING
RESIDENTIAL USE
PUBLIC AND SEMI-PUBLIC USE
VACANT LAND AREAS
LIMITS OF STUDY
NOTES
BUILDINGS WITH COMMERCIAL ACTIVITY ON THEIR GROUND FLOOR HAVE THEIR LAND AREA INDICATED AS BUSINESS USE
BUILDINGS USED ONLY FOR RESIDENCE PURPOSES HAVE THEIR LAND AREA INDICATED AS RESIDENTIAL
OFF-STREET PARKING INCLUDES BOTH LOTS AND GARAGES
WHITE AREAS INDICATE LAND WHICH APPEARED VACANT AT TIME OF FIELD SURVEY
ALL DATA CHECKED IN THE FIELD AS OF MARCH 1947

DATA FOR GENERAL LAND USE FROM FIELD SURVEYS OF MARCH 1947.
OTHER DATA FROM RECORDS OF THE CITY PLANNING COMMISSION.



RETAIL STORES



OFFICE BUILDINGS

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THE EXISTING BUILDING COVERAGE
IN THE CENTRAL BUSINESS DISTRICT
OF OAKLAND CALIFORNIA

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PLATE 3.

AREAS OF COMMERCE AND PARKING
IN THE CENTRAL BUSINESS DISTRICT
OF OAKLAND CALIFORNIA

HARLAND BARTHOLOMEW & ASSOCIATES CITY PLANNERS ST. LOUIS MISSOURI

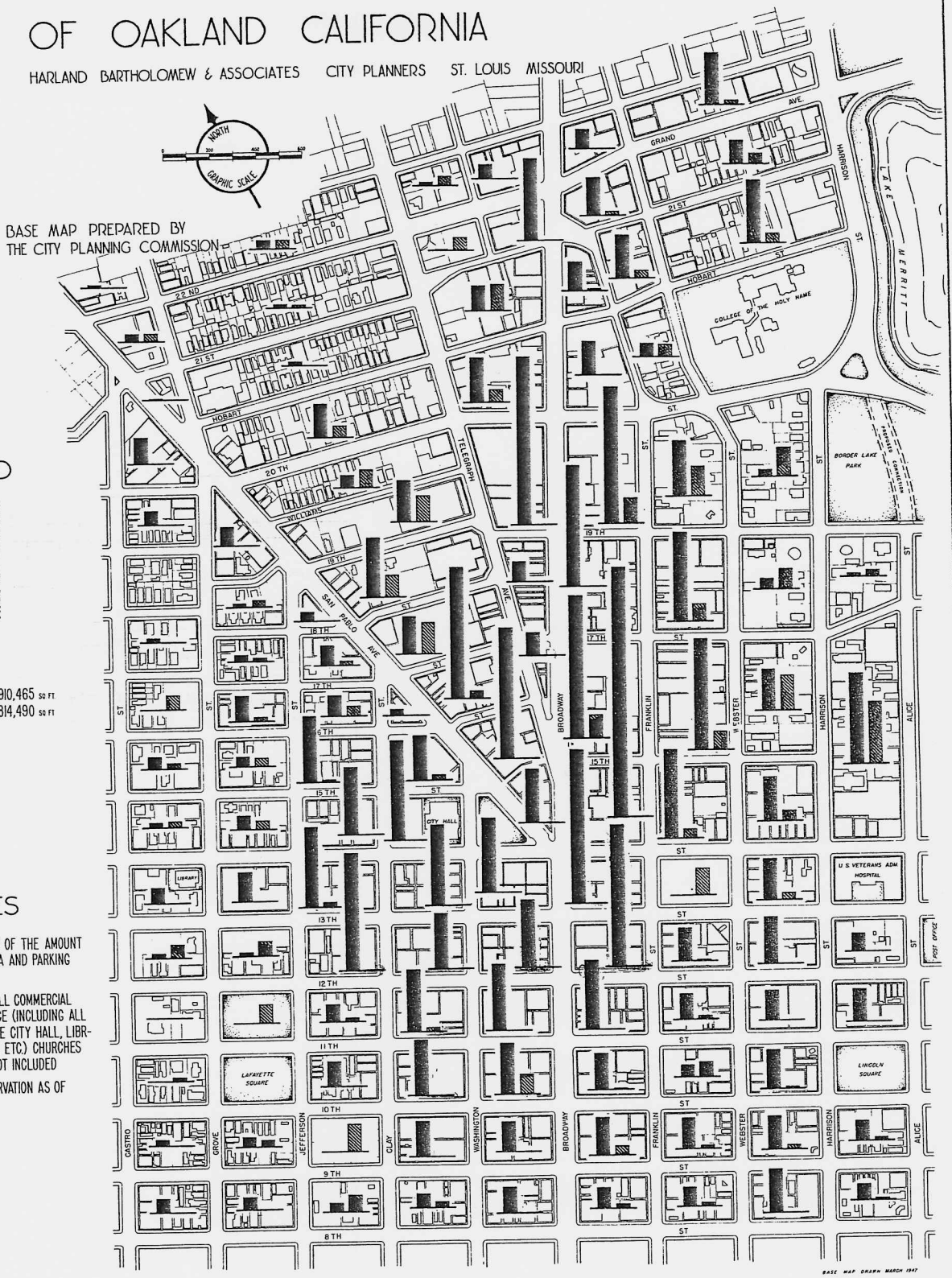


PLATE 4.

Assessed Values

Plate 5 shows graphically the 1946-47 assessed values of land and improvements per acre by blocks within the central business district. The total assessed value of land and improvements within the area is $38,778,720, an average of $198,250 per acre. Blocks having an assessed value of more than $500,000 per acre form a long, narrow corridor along Broadway from 11th Street to 20th Street. There are only two blocks in which the assessed valuation is above $1,000,000 per acre. These are the blocks bounded by Broadway-Franklin-12th-13th, and the triangular block bounded by Broadway-Telegraph-17th Street. As will be noted from the Plate, the high assessment values are centered around 15th and Broadway.

The 14 blocks having an average assessed value of more than $500,000 per acre contain 11.3 percent of the business area and 45 percent of the total assessed value of the business district.

For a comparison of assessed valuations of central business districts in various cities, see Table A, in the Appendix.

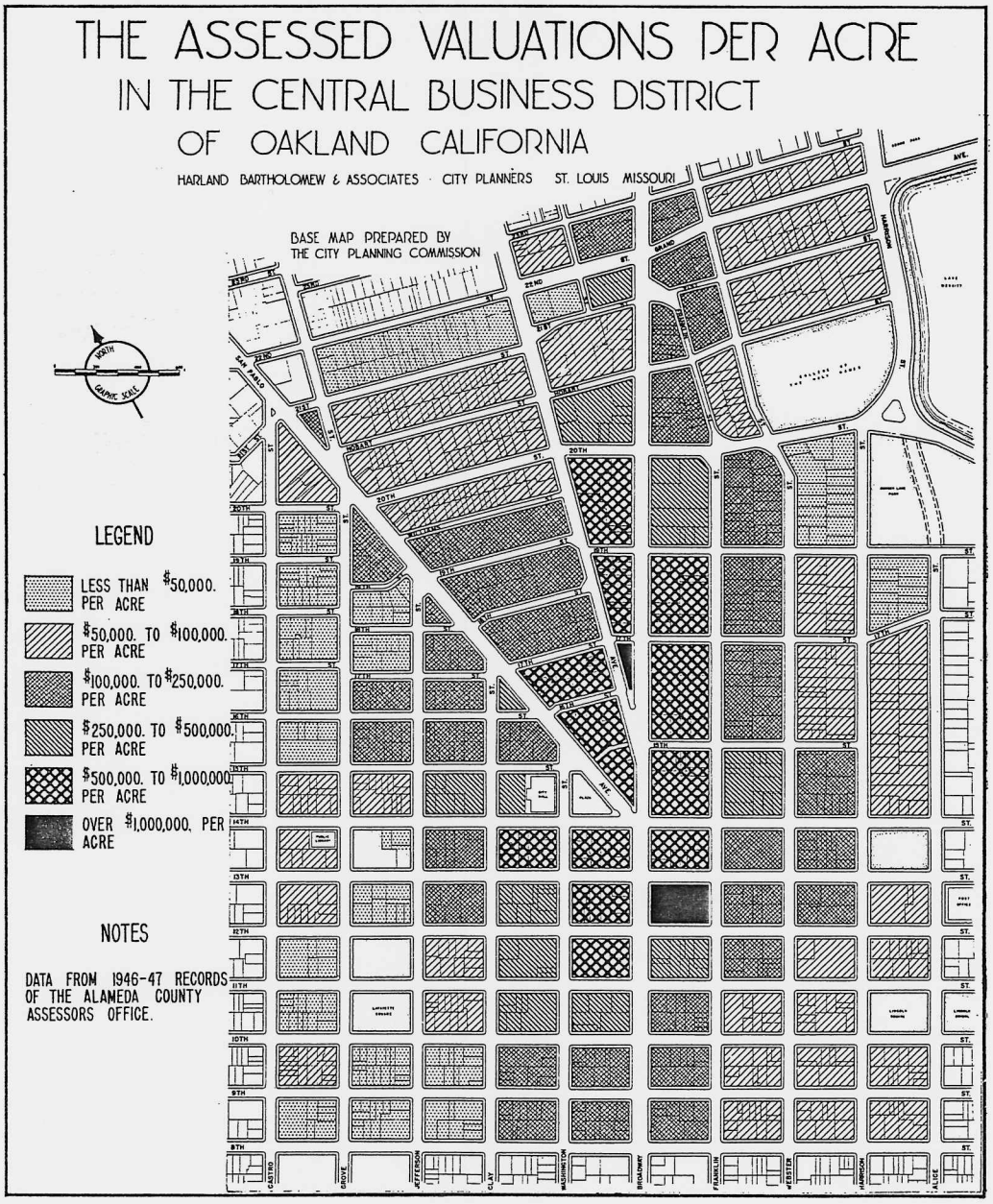

THE ASSESSED VALUATIONS PER ACRE
IN THE CENTRAL BUSINESS DISTRICT
OF OAKLAND CALIFORNIA
HARLAND BARTHOLOMEW & ASSOCIATES · CITY PLANNERS ST. LOUIS MISSOURI
BASE MAP PREPARED BY THE CITY PLANNING COMMISSION
LEGEND
LESS THAN $50,000. PER ACRE
$50,000. TO $100,000. PER ACRE
$100,000. TO $250,000. PER ACRE
$250,000. TO $500,000. PER ACRE
$500,000. TO $1,000,000. PER ACRE
OVER $1,000,000. PER ACRE
NOTES
DATA FROM 1946-47 RECORDS OF THE ALAMEDA COUNTY ASSESSORS OFFICE.

PLATE 5.

12 HOUR VEHICLE CORDON COUNT COMPARISON OF 1934 - 1937 AND 1946

THE CENTRAL BUSINESS DISTRICT OF OAKLAND CALIFORNIA

HARLAND BARTHOLOMEW & ASSOCIATES · CITY PLANNERS · ST. LOUIS

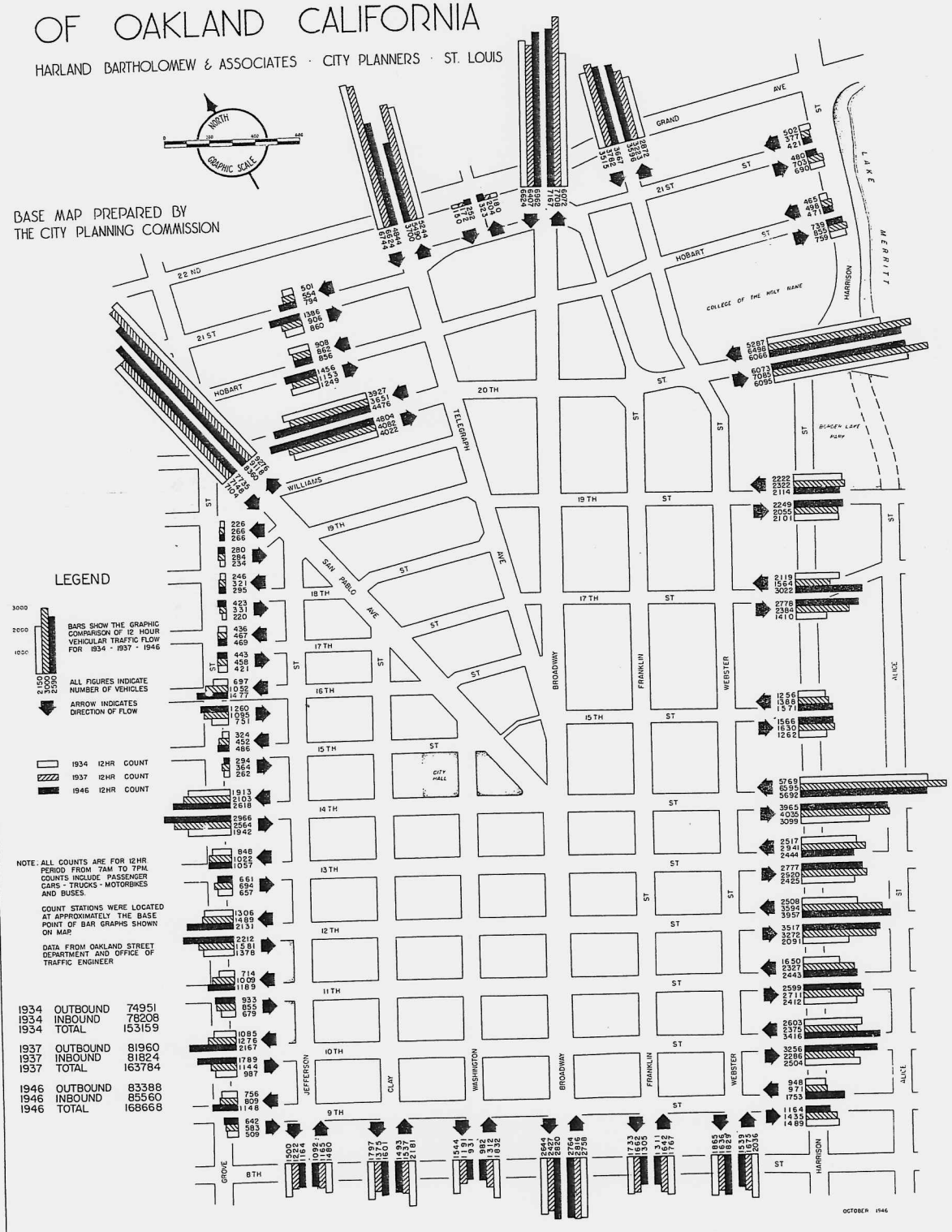
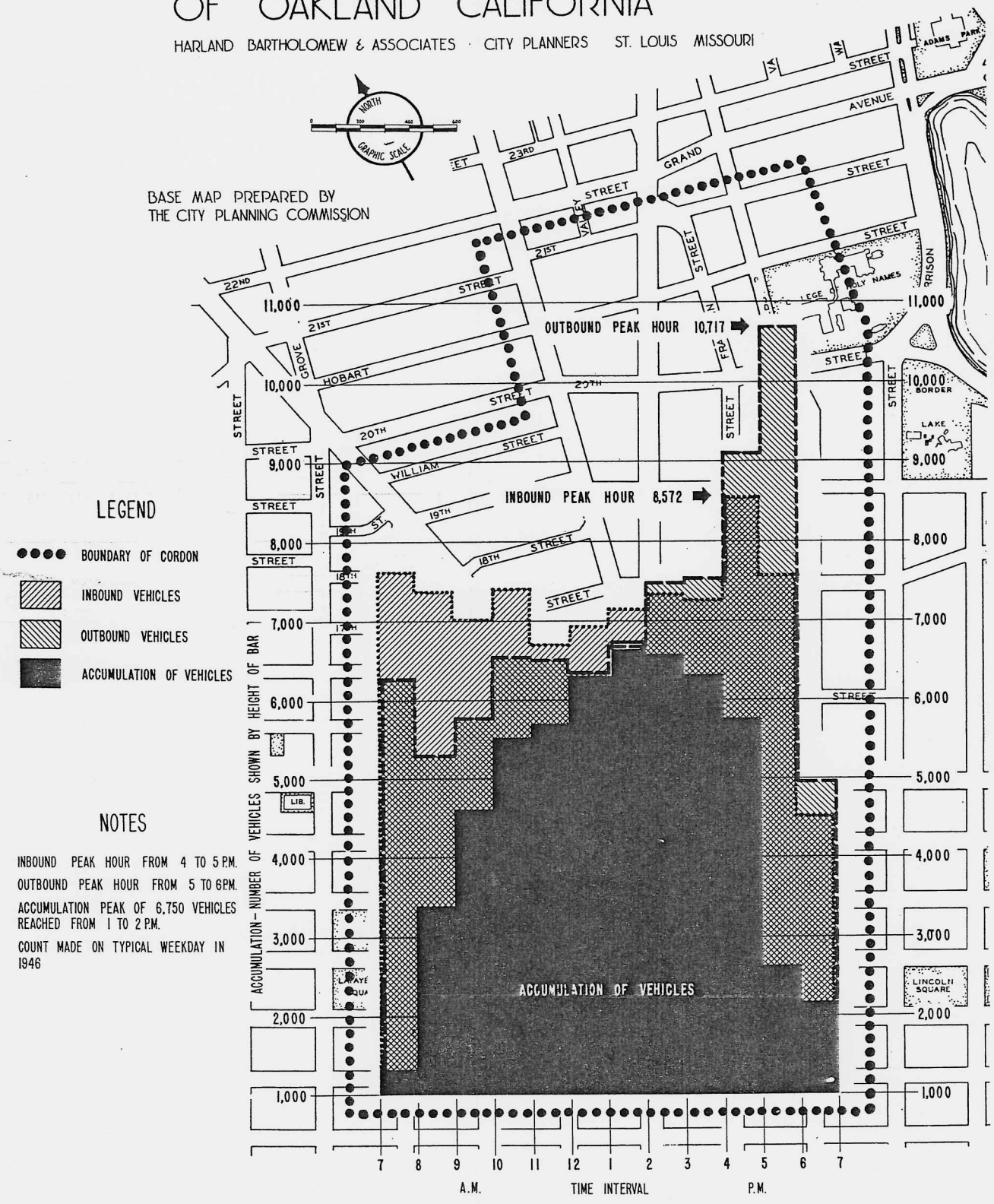


PLATE 6.

ACCUMULATION OF VEHICLES
IN THE CENTRAL BUSINESS DISTRICT
OF OAKLAND CALIFORNIA

HARLAND BARTHOLOMEW & ASSOCIATES · CITY PLANNERS ST. LOUIS MISSOURI



LEGEND

- BOUNDARY OF CORDON
- INBOUND VEHICLES
- OUTBOUND VEHICLES
- ACCUMULATION OF VEHICLES

NOTES

INBOUND PEAK HOUR FROM 4 TO 5 P.M.

OUTBOUND PEAK HOUR FROM 5 TO 6 P.M.

ACCUMULATION PEAK OF 6,750 VEHICLES REACHED FROM 1 TO 2 P.M.

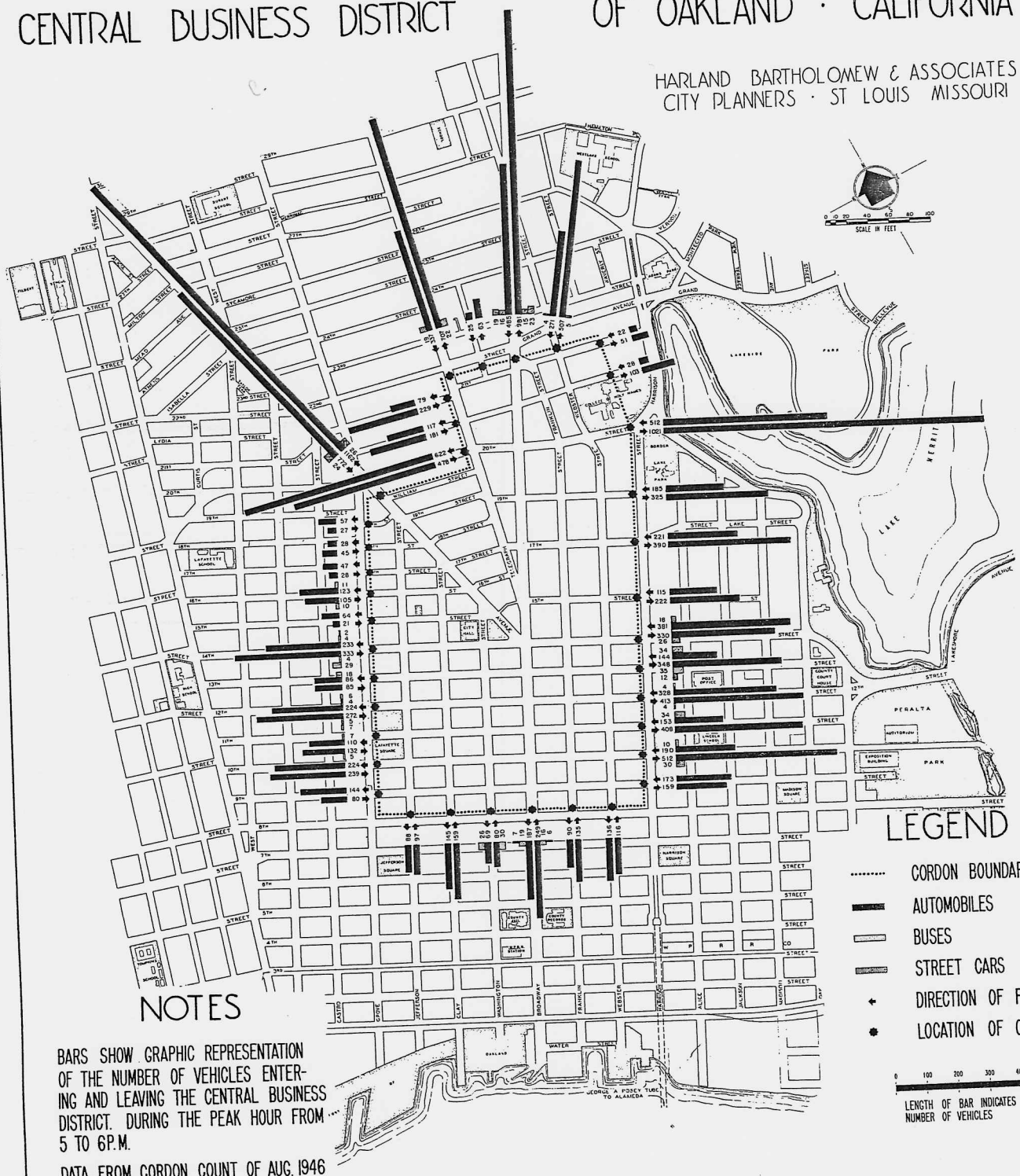
COUNT MADE ON TYPICAL WEEKDAY IN 1946

PLATE 7.

PEAK HOUR VEHICLE CORDON COUNT FOR AN AVERAGE DAY

CENTRAL BUSINESS DISTRICT OF OAKLAND · CALIFORNIA

HARLAND BARTHOLOMEW & ASSOCIATES
CITY PLANNERS · ST LOUIS MISSOURI



NOTES

BARS SHOW GRAPHIC REPRESENTATION OF THE NUMBER OF VEHICLES ENTERING AND LEAVING THE CENTRAL BUSINESS DISTRICT. DURING THE PEAK HOUR FROM 5 TO 6P.M.

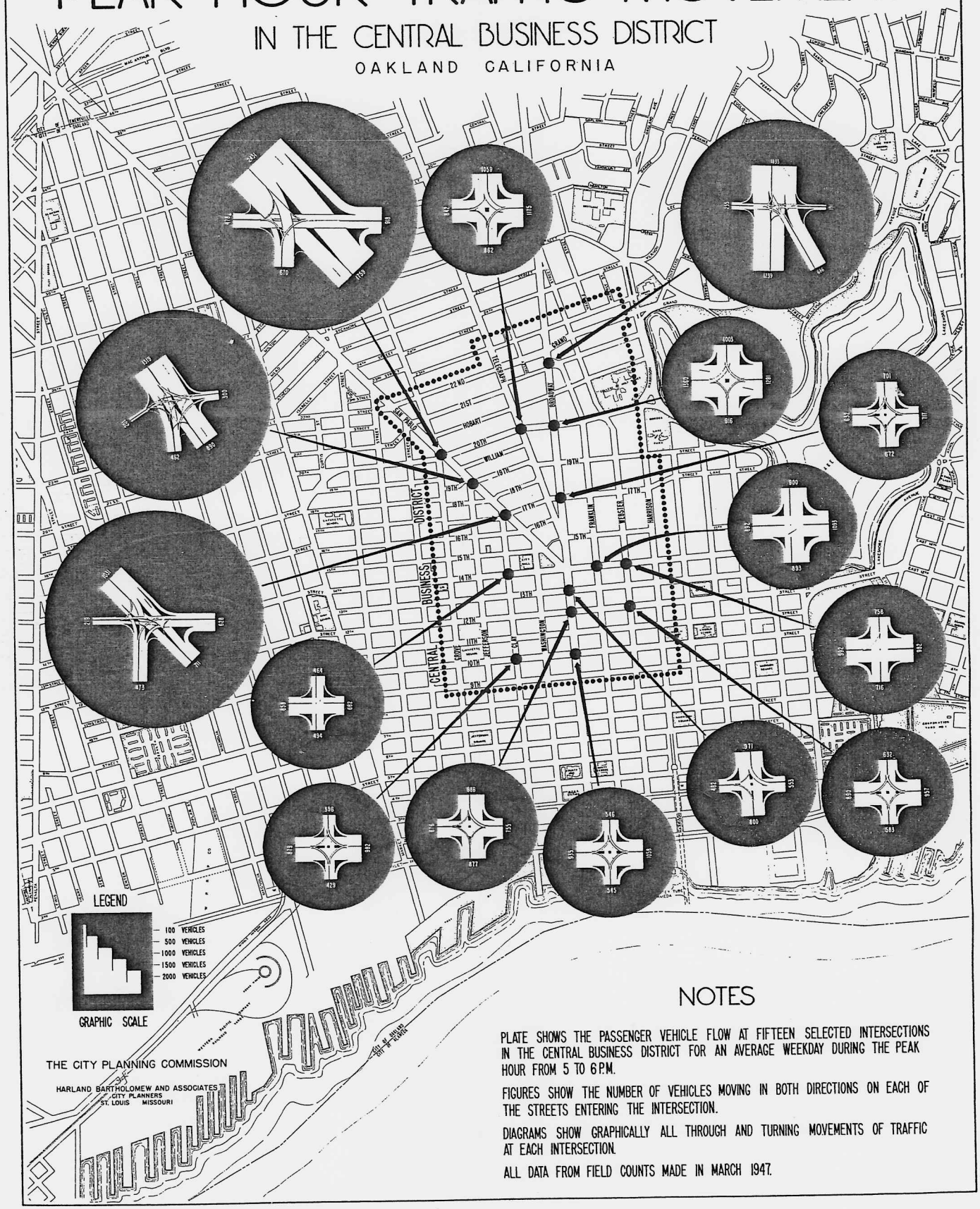
DATA FROM CORDON COUNT OF AUG. 1946

PLATE 8.

PEAK HOUR TRAFFIC MOVEMENT

IN THE CENTRAL BUSINESS DISTRICT

OAKLAND CALIFORNIA



THE CITY PLANNING COMMISSION

HARLAND BARTHOLOMEW AND ASSOCIATES
CITY PLANNERS
ST. LOUIS MISSOURI

NOTES

PLATE SHOWS THE PASSENGER VEHICLE FLOW AT FIFTEEN SELECTED INTERSECTIONS IN THE CENTRAL BUSINESS DISTRICT FOR AN AVERAGE WEEKDAY DURING THE PEAK HOUR FROM 5 TO 6 P.M.

FIGURES SHOW THE NUMBER OF VEHICLES MOVING IN BOTH DIRECTIONS ON EACH OF THE STREETS ENTERING THE INTERSECTION.

DIAGRAMS SHOW GRAPHICALLY ALL THROUGH AND TURNING MOVEMENTS OF TRAFFIC AT EACH INTERSECTION.

ALL DATA FROM FIELD COUNTS MADE IN MARCH 1947.

PLATE 9.

EXISTING PEDESTRIAN TRAFFIC FLOW
IN THE CENTRAL BUSINESS DISTRICT
OF OAKLAND CALIFORNIA

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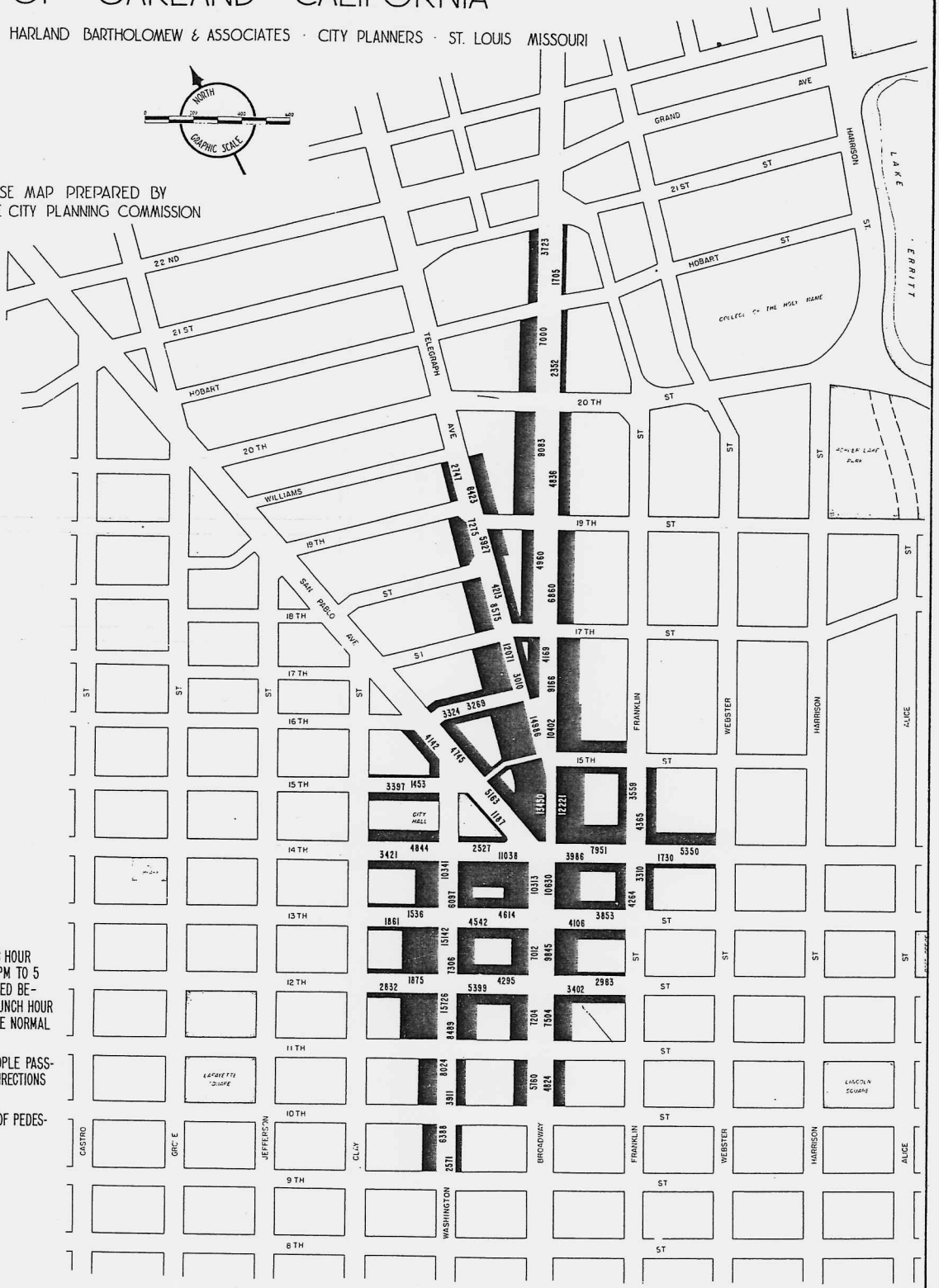

NOTES

PEDESTRIAN COUNTS ARE FOR A 6 HOUR PERIOD FROM 10AM TO 12N. AND 1PM TO 5 PM. NOON HOUR COUNT IS OMITTED BECAUSE THE LARGE NUMBER OF LUNCH HOUR PEDESTRIANS WOULD DISTORT THE NORMAL DAILY FLOW

FIGURES DENOTE NUMBER OF PEOPLE PASSING CENTER OF BLOCK IN BOTH DIRECTIONS IN 6 HOUR PERIOD

BAR GIVES GRAPHIC COMPARISON OF PEDESTRIAN FLOWS

PLATE 10.

STREET WIDTHS AND TRAFFIC LANES
IN THE CENTRAL BUSINESS DISTRICT
OF OAKLAND CALIFORNIA

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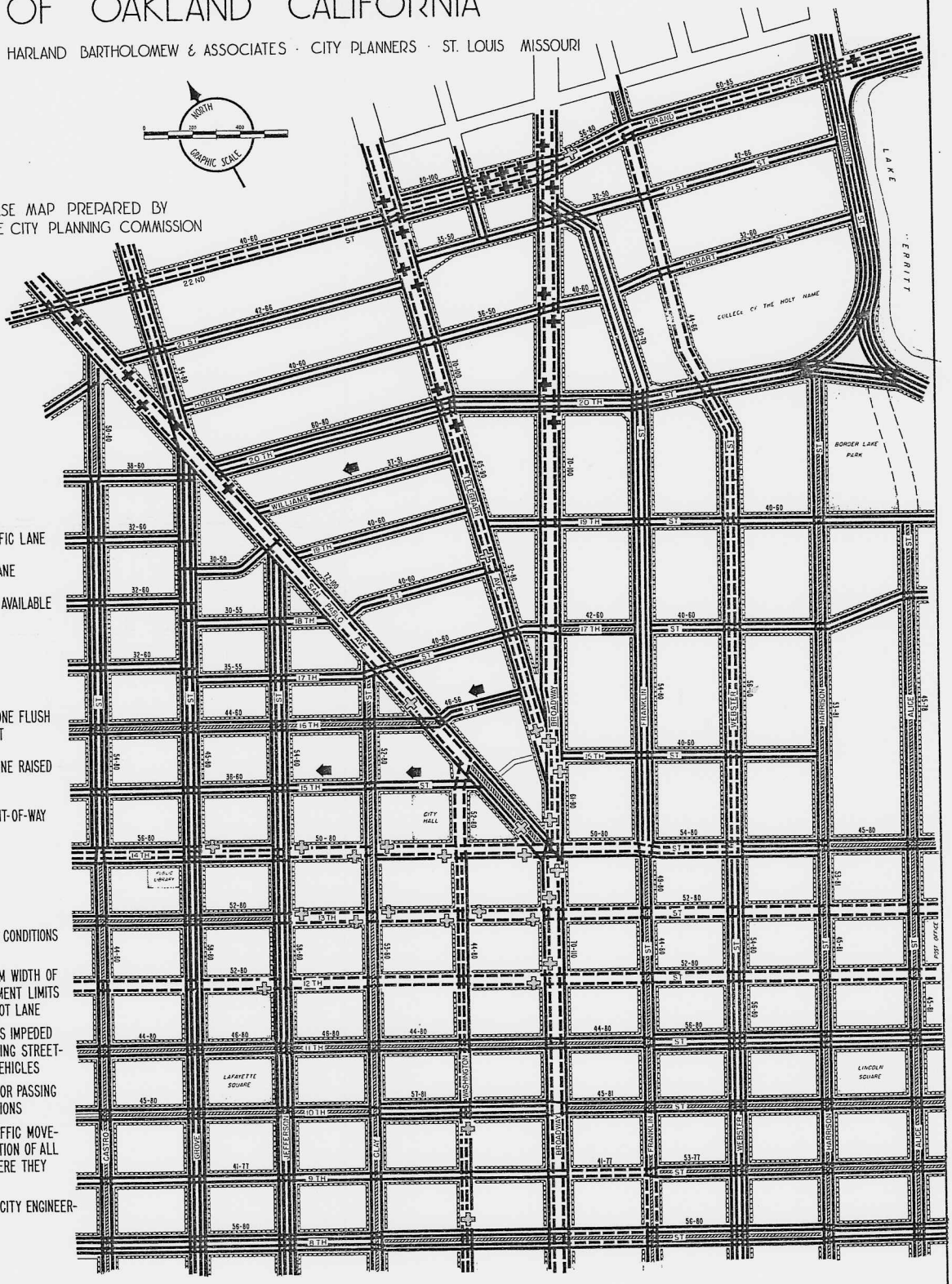

LEGEND

- FREE MOVING TRAFFIC LANE
- IMPEDED TRAFFIC LANE
- CENTER LANE (NOT AVAILABLE FOR TRAFFIC)
- PARKING LANE
- ONE-WAY STREET
- TRANSIT SAFETY ZONE FLUSH WITH THE PAVEMENT
- TRANSIT SAFETY ZONE RAISED ABOVE PAVEMENT
- 50-80 PAVEMENT AND RIGHT-OF-WAY WIDTHS

NOTES

ALL DATA BASED ON RUSH HOUR CONDITIONS FROM 5 TO 6PM

TRAFFIC LANES HAVE A MINIMUM WIDTH OF 10 FEET WHERE EXISTING PAVEMENT LIMITS THE USE OF A STANDARD 12 FOOT LANE

TRAFFIC LANES DESIGNATED AS IMPEDED LANES ARE IMPEDED BY EXISTING STREET-CAR OR BAY TRAIN TRANSIT VEHICLES

CENTER LANES CAN BE USED FOR PASSING ONLY UNDER EXISTING CONDITIONS

SAFETY ZONES OBSTRUCT TRAFFIC MOVEMENT BY CAUSING CONSOLIDATION OF ALL TRAFFIC LANES AT POINTS WHERE THEY OCCUR

DATA FROM RECORDS OF THE CITY ENGINEERING DEPARTMENT

PLATE 11.

EXISTING SYSTEM OF TRAFFIC CONTROL
IN THE CENTRAL BUSINESS DISTRICT
OF OAKLAND CALIFORNIA

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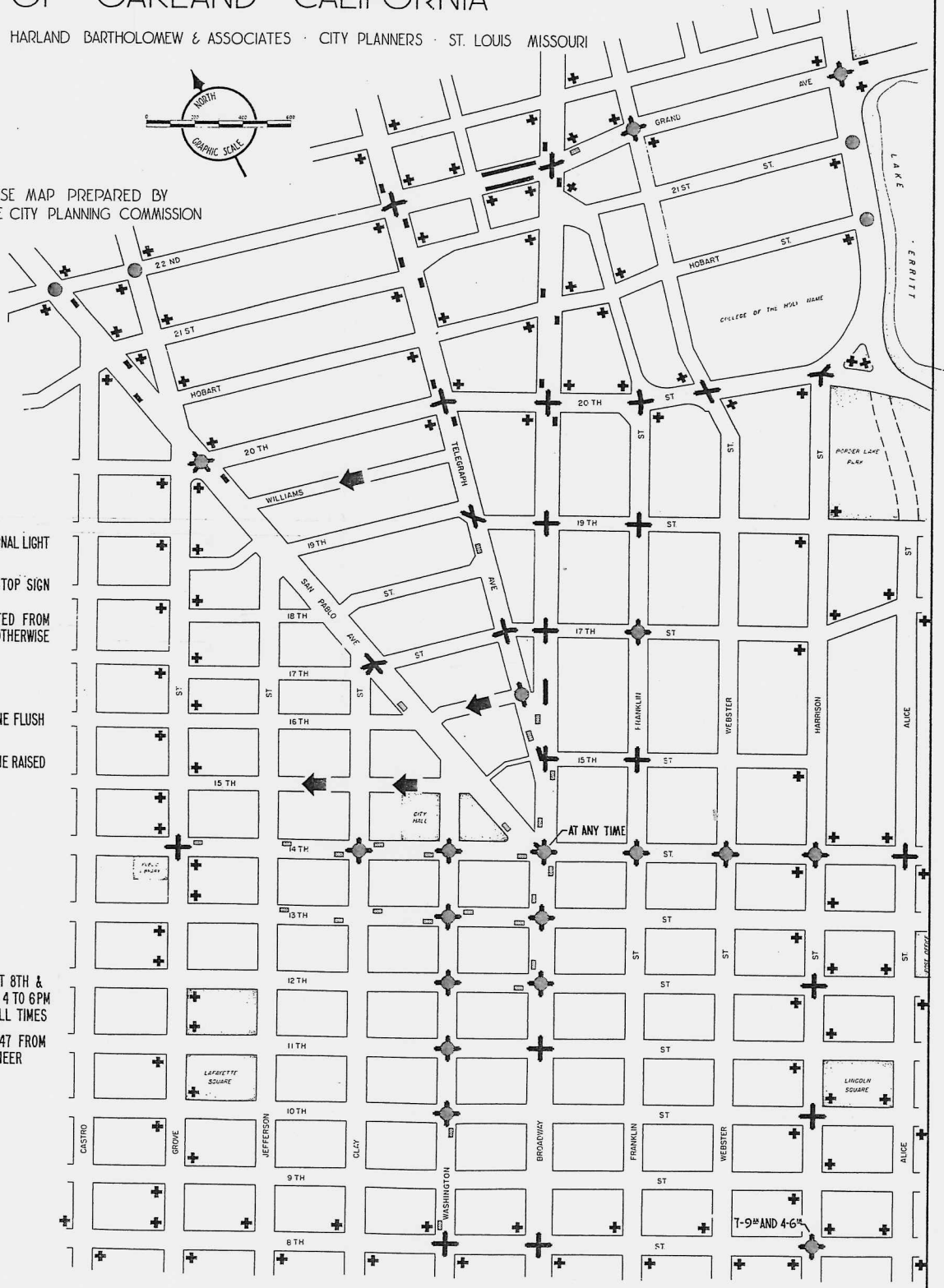

PLATE 12.

THE PROPOSED TRAFFIC CONTROL PLAN

THE CENTRAL BUSINESS DISTRICT

OF OAKLAND CALIFORNIA

HARLAND BARTHOLOMEW & ASSOCIATES · CITY PLANNERS · ST. LOUIS MISSOURI

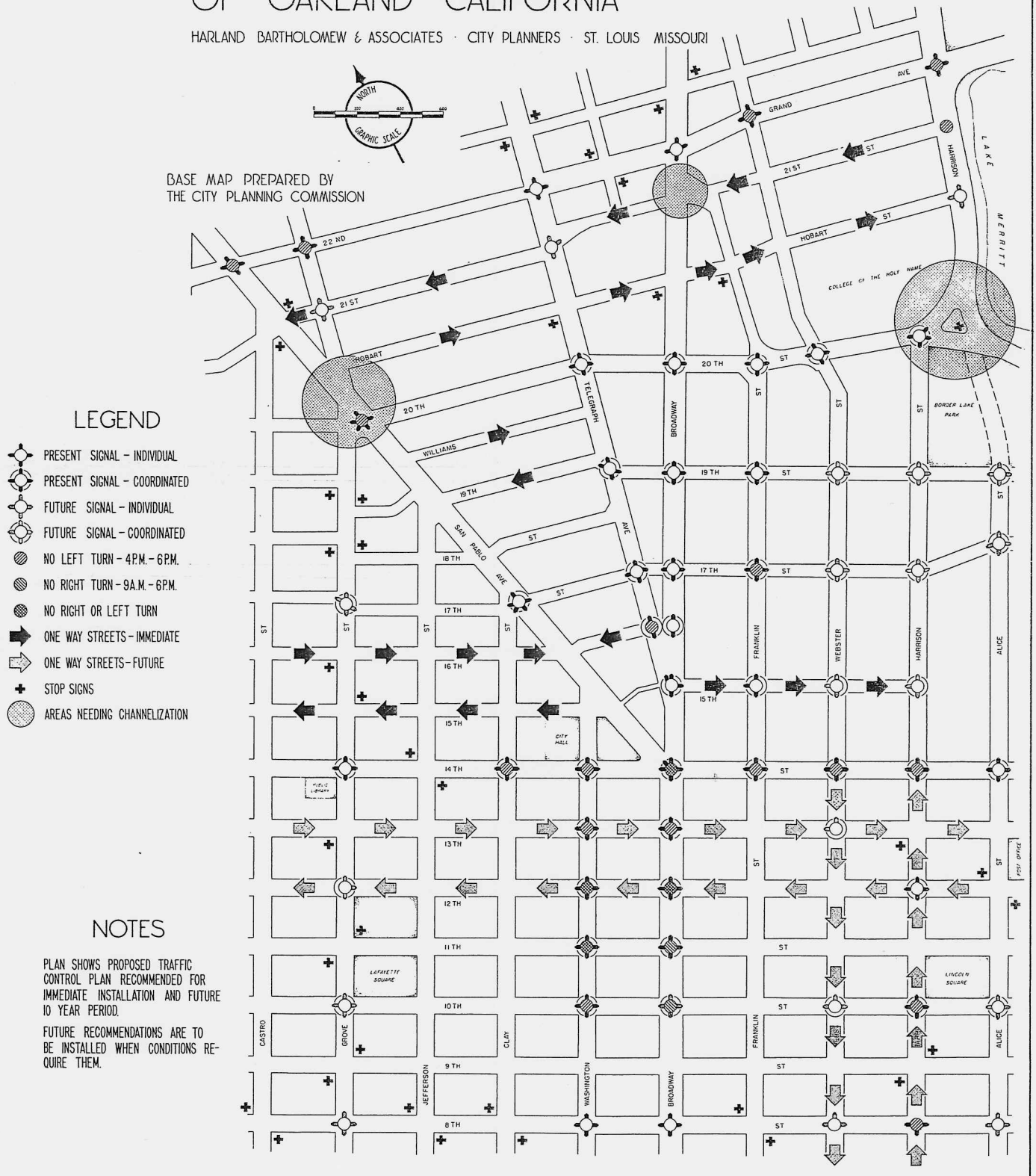

PLATE 13.

EXISTING CURB PARKING FACILITIES
IN THE CENTRAL BUSINESS DISTRICT
OF OAKLAND CALIFORNIA

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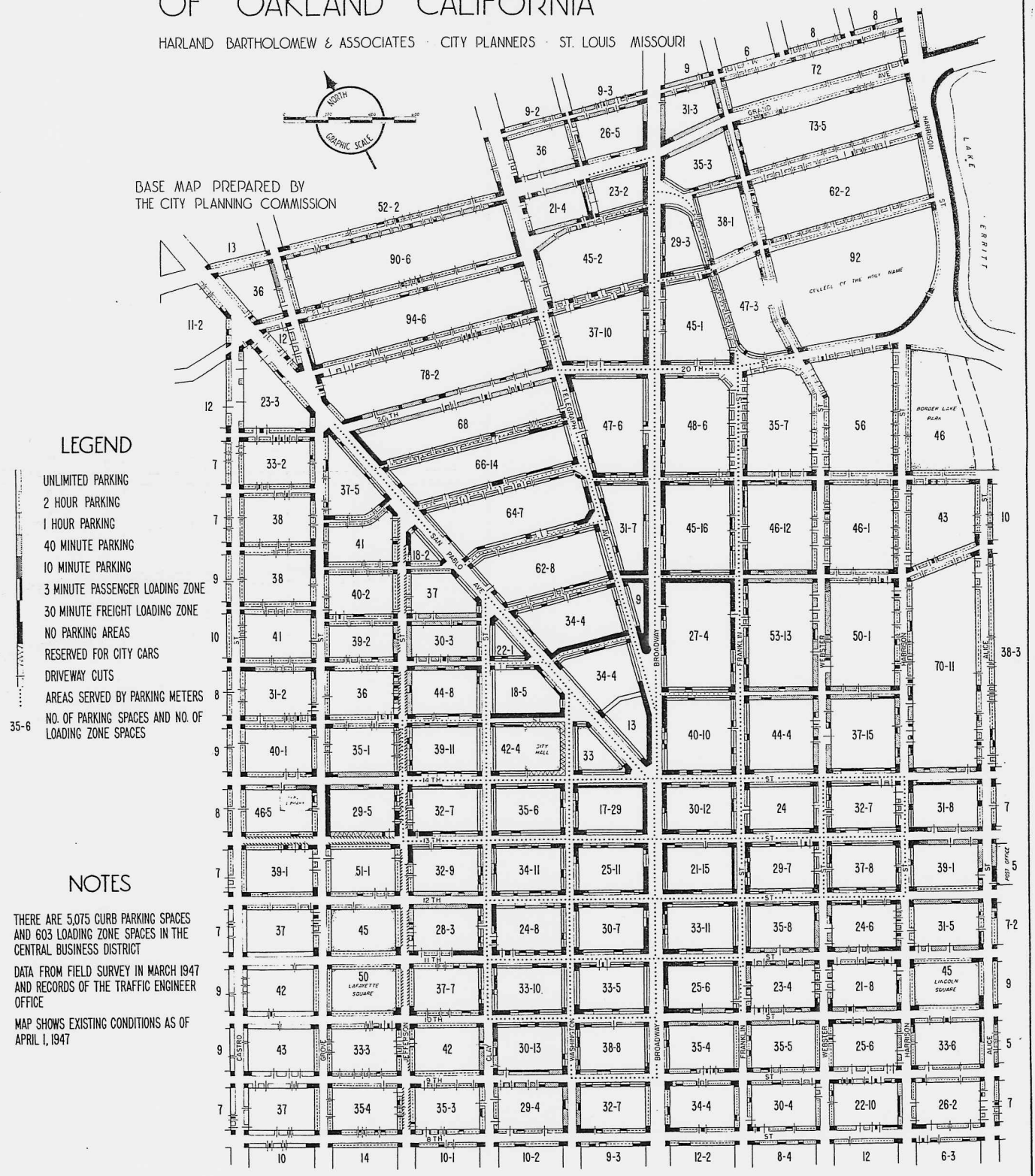

PLATE 14.

THE PROPOSED PARKING PROHIBITIONS
IN THE CENTRAL BUSINESS DISTRICT
OF OAKLAND CALIFORNIA

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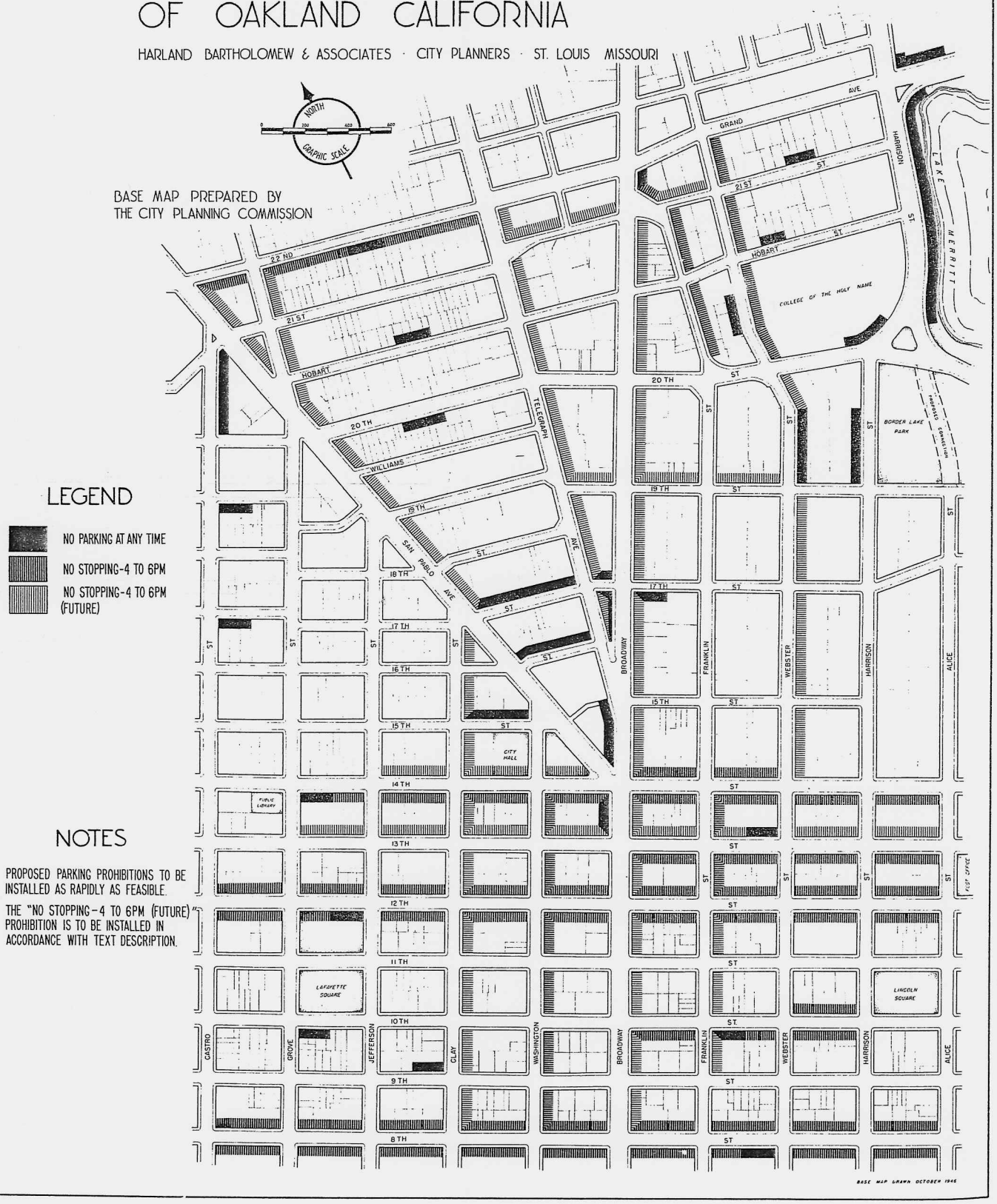

PLATE 15.

THE PROPOSED PARKING METER PLAN
IN THE CENTRAL BUSINESS DISTRICT
OF OAKLAND CALIFORNIA

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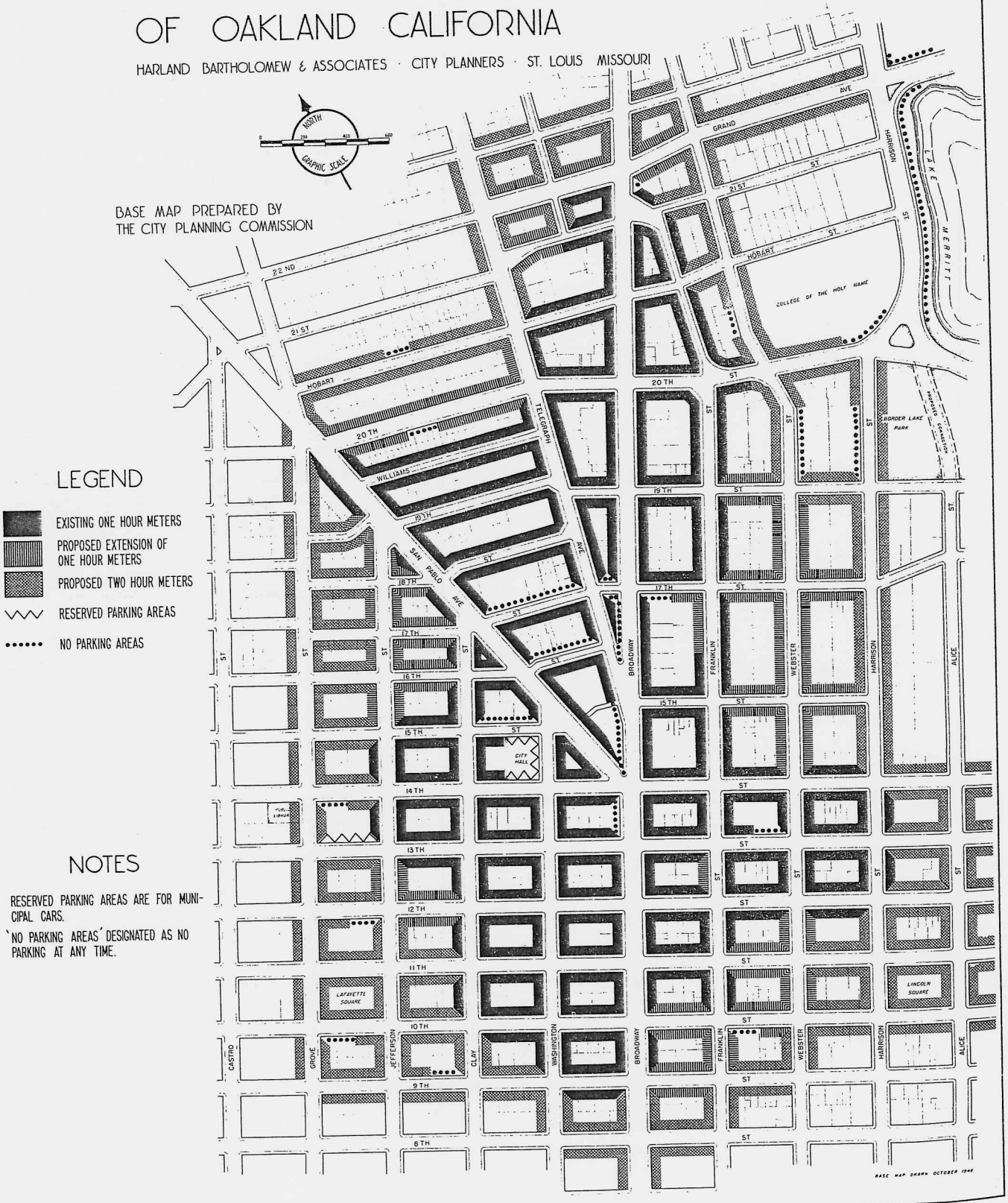
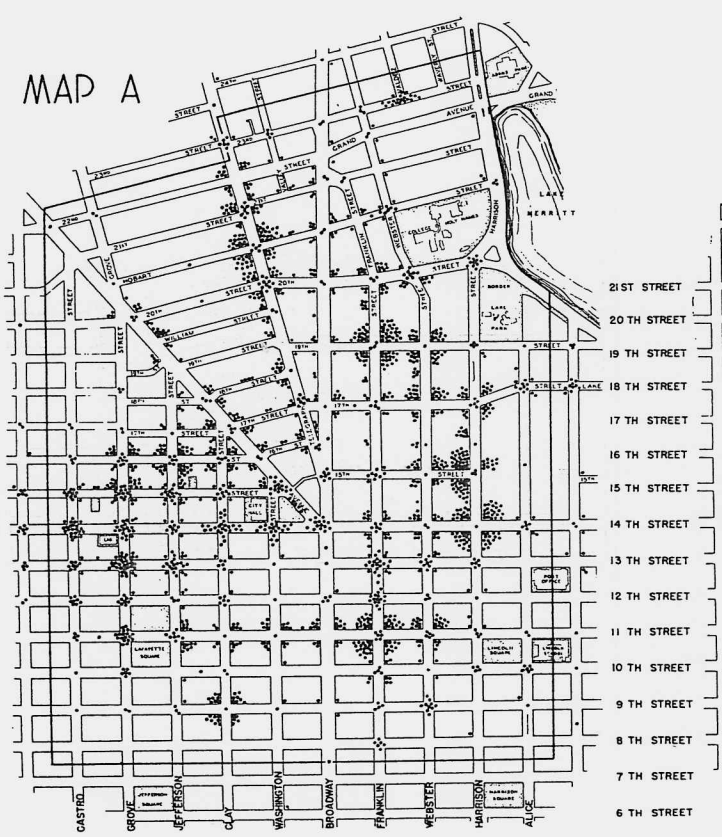


PLATE 16.

THE EXISTING PARKING HABITS
IN THE CENTRAL BUSINESS DISTRICT
OF OAKLAND CALIFORNIA

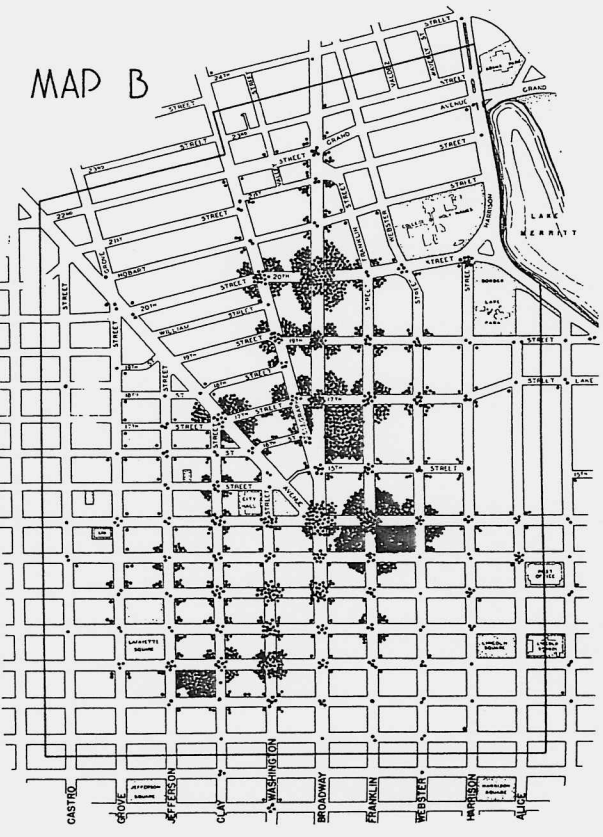
HARLAND BARTHOLOMEW & ASSOCIATES CITY PLANNERS ST LOUIS MISSOURI

MAP A



EMPLOYEES PARKING HABITS

MAP B



CUSTOMERS PARKING HABITS

MAPS SHOW A GRAPHIC PATTERN REPRESENTING USUAL PARKING LOCATIONS USED BY EMPLOYEES AND CUSTOMERS.

EACH DOT REPRESENTS ONE USUAL PARKING LOCATION AS INDICATED BY ANSWER TO SPECIAL PARKING QUESTIONNAIRES.

DOTS IN THE STREET AREA REPRESENT CARS PARKING ON STREET AND DOTS IN BLOCK AREA REPRESENT CARS IN OFF-STREET SPACES.

PLATE 17.

EXISTING OFF-STREET PARKING FACILITIES
IN THE CENTRAL BUSINESS DISTRICT
OF OAKLAND CALIFORNIA

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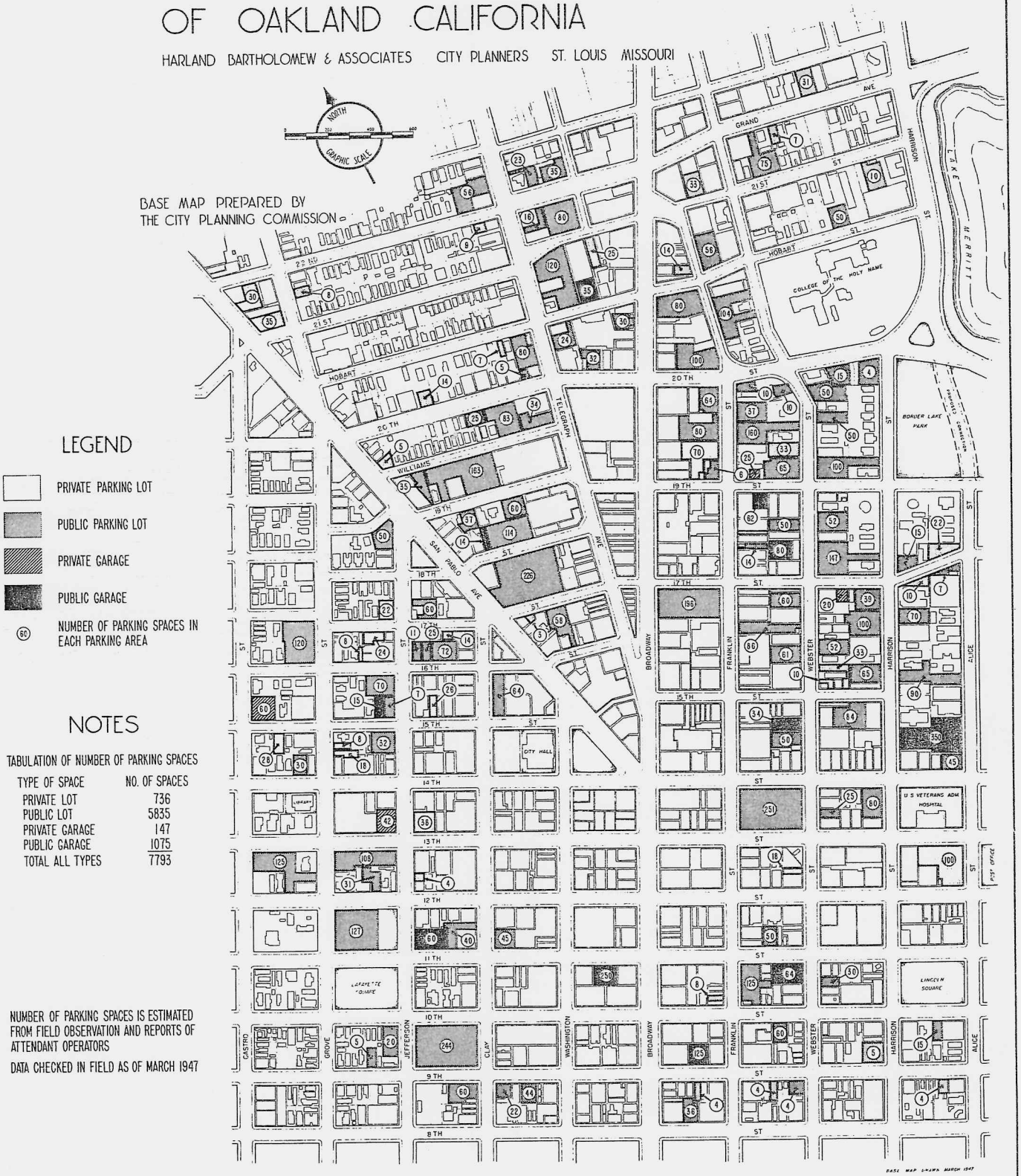

PLATE 18.

PROPOSED OFF STREET PARKING PLAN

IN THE CENTRAL BUSINESS DISTRICT

OF OAKLAND CALIFORNIA

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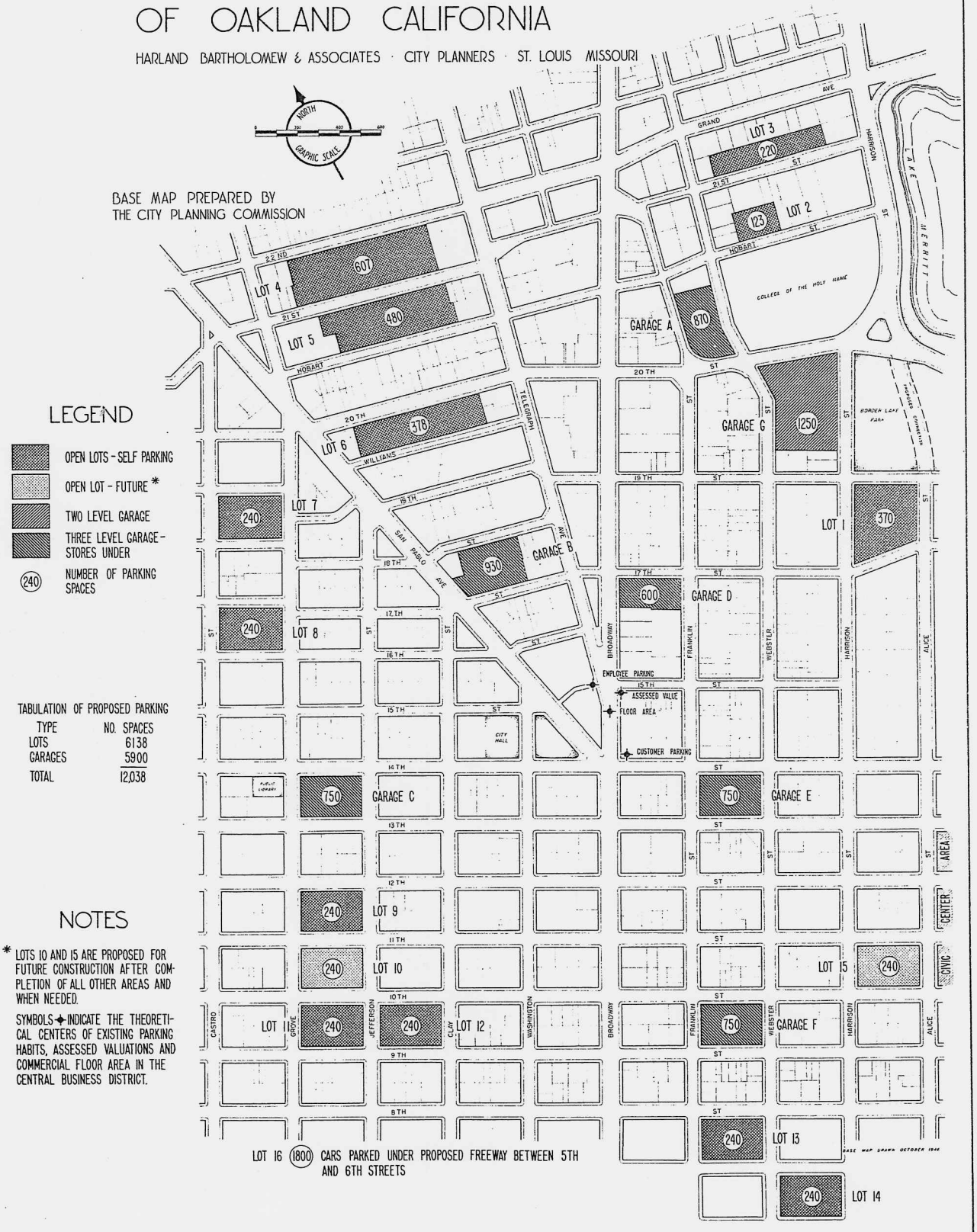


PLATE 19.

THE EXISTING DEVELOPMENT

GRAND - LAKE SHOPPING DISTRICT

OAKLAND CALIFORNIA

HARLAND BARTHOLOMEW & ASSOCIATES · CITY PLANNERS · ST LOUIS MISSOURI

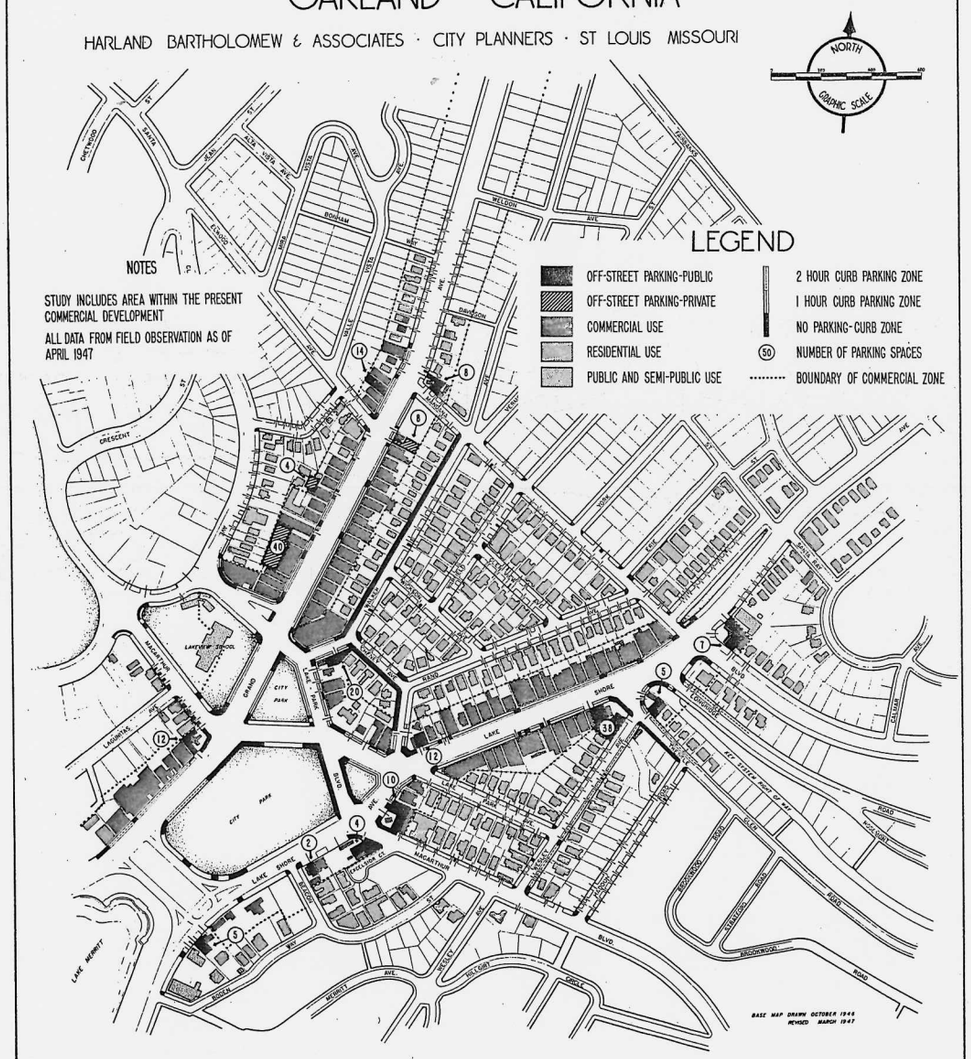


PLATE 21.

THE PROPOSED DEVELOPMENT

GRAND - LAKE SHOPPING DISTRICT

OAKLAND CALIFORNIA

HARLAND BARTHOLOMEW & ASSOCIATES · CITY PLANNERS · ST LOUIS MISSOURI

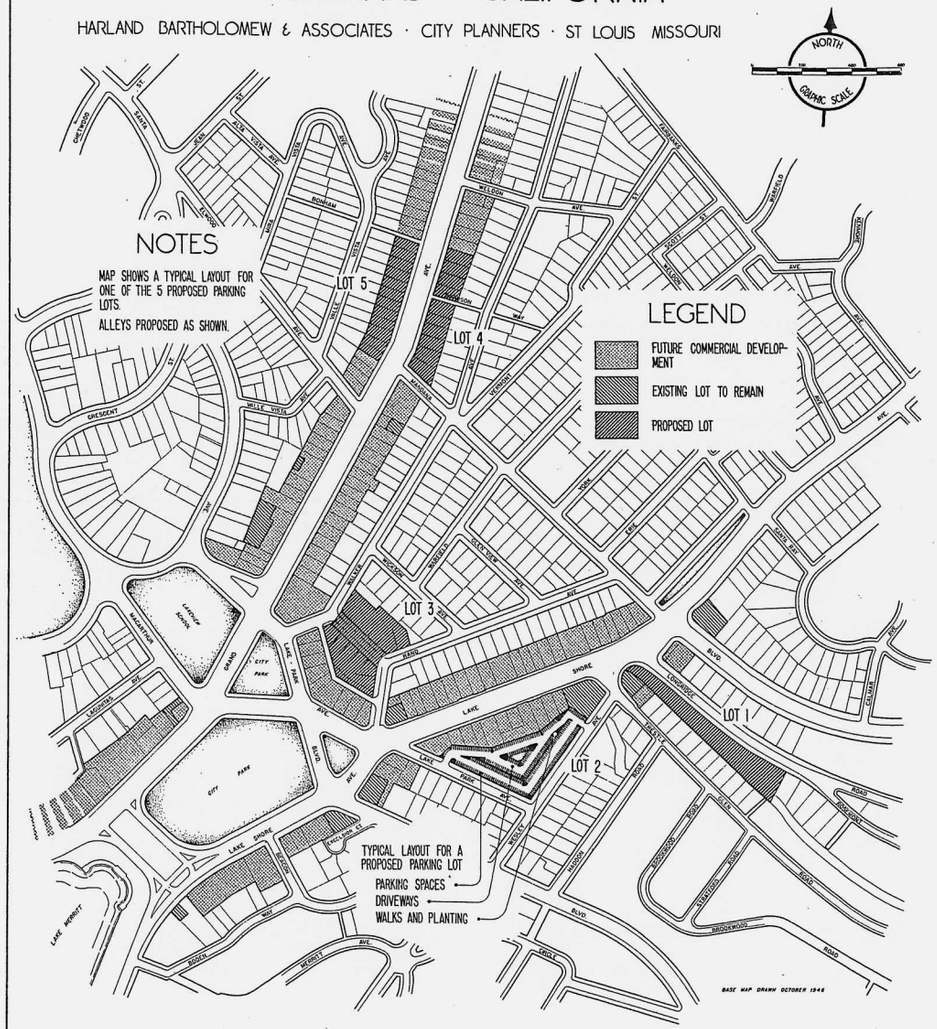


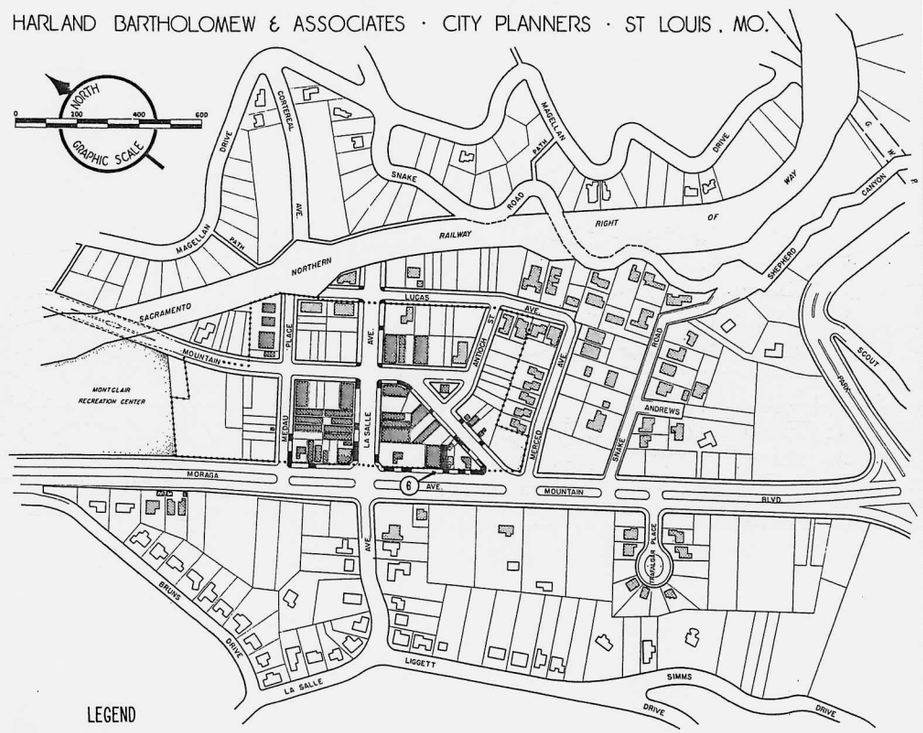
PLATE 22.

THE EXISTING DEVELOPMENT

MONTCLAIR SHOPPING DISTRICT

OAKLAND CALIFORNIA

HARLAND BARTHOLOMEW & ASSOCIATES · CITY PLANNERS · ST LOUIS, MO.



LEGEND

- OFF-STREET PARKING-PUBLIC
- COMMERCIAL USE
- RESIDENTIAL USE
- NO PARKING - CURB ZONE
- (6) NUMBER OF PARKING SPACES
- ····· BOUNDARY OF COMMERCIAL ZONE

NOTES

STUDY INCLUDES AREA WITHIN THE PRESENT COMMERCIAL DEVELOPMENT

ALL DATA FROM FIELD OBSERVATION AS OF APRIL 1947

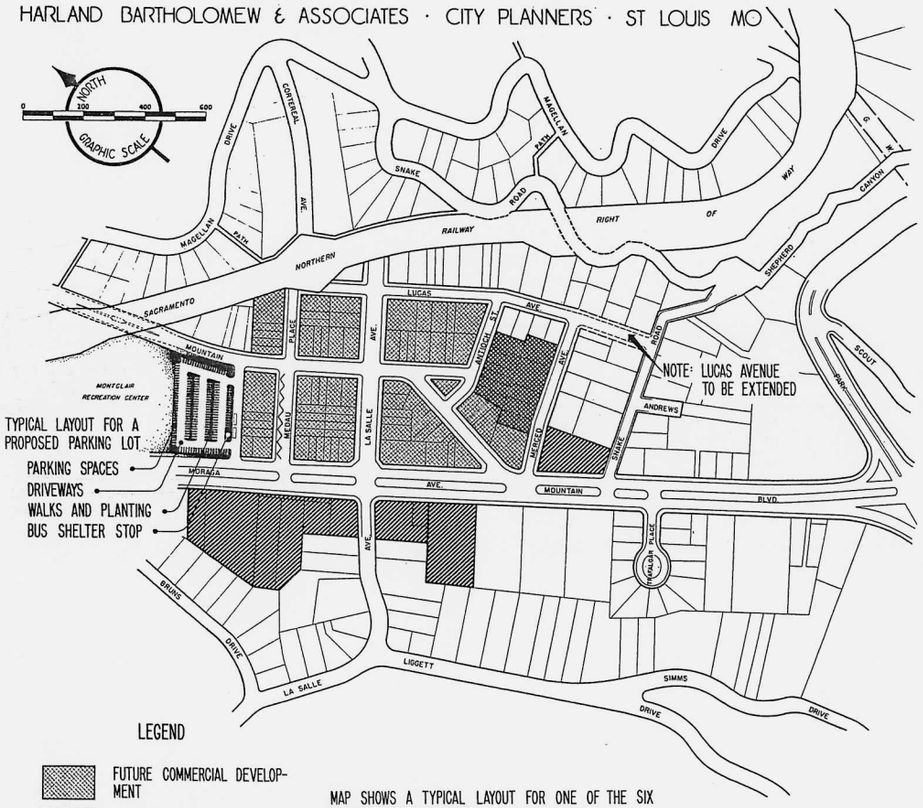
PLATE 25.

PROPOSED DEVELOPMENT

MONTCLAIR SHOPPING DISTRICT

OAKLAND CALIFORNIA

HARLAND BARTHOLOMEW & ASSOCIATES · CITY PLANNERS · ST LOUIS MO



LEGEND

- FUTURE COMMERCIAL DEVELOPMENT
- PROPOSED PARKING LOT
- PROPOSED STREET WIDENING

MAP SHOWS A TYPICAL LAYOUT FOR ONE OF THE SIX PROPOSED PARKING LOTS.

PARKING LOT LAYOUT SHOWN INCLUDES A BUS STATION WITH SHELTER TO ACCOMODATE FUTURE TRANSIT SERVICE PASSENGERS.

MEDAU PLACE IS WIDENED TO 70' TO ACCOMODATE FUTURE TRAFFIC.

PLATE 26.

on the residential side of the commercial area.

This provides a total of 1,165 new parking spaces in the Grand-Lake District which, combined with the 865 curb spaces and 145 existing off-street spaces, gives a total of 2,175 spaces or a ratio of one space for each 495 square feet of commercial floor area. The lot (#1) located on Longridge Road takes advantage of a low land cost and utilizes an area which is not well adapted to any other use. The abandonment of the Key System use of the right-of-way is expected in the near future and this land should be made available for parking use. With proper design and reasonable landscaping to screen the lot from homes along Longridge and Trestle Glen Roads, there should be no objections to placing a parking lot in this location. Entrance and exit to the lot would be from and to Lakeshore Avenue. The two lots (#4 and #5) on Grand Avenue north of Mandana will serve the existing Grand Avenue commercial development and the undeveloped commercial zone area further north. A typical layout for the proposed parking lots is indicated on Plate 22. The lots will be self parking and operated in a similar manner to those proposed for the central business district.

The following is a summary of acquisition, improvement and operating costs, when all proposed locations have been acquired and improved for ground-level parking:

Total Acquisition Cost	$1,141,125	
Total Improvement Cost	119,550	
Grand Total	$1,260,675	
Annual Amortization and Interest	$ 76,000	
Annual Operation and Maintenance	24,540	
	$100,540	
Annual Administration Cost	2,011	
Total		$102,551
Annual Income - Parking Fees	$ 73,283	
Annual Income - 1/3 revenue from 325 curb parking meters	8,125	
Total		81,408
Annual Deficit (Equivalent to $18.10 per parking space)		$ 21,143

Dimond District

Plate 23 shows the existing development of commercial buildings and parking facilities in the Dimond Shopping Center. There is a total commercial floor area of 189,888 square feet and provision for 820 parking spaces, 481 at the curb and 339 off-street. This provides an existing ratio of one parking space for every 230 square feet of commercial floor area which is only 15 percent under the recommended 200 square foot standard.

The future commercial development of the Dimond District is expected to cover all the area now zoned for commerce to a height of one floor. This will make a future commercial floor area of 463,750 square feet.

Plate 24 shows the proposed parking plan for the Dimond District providing 1,361 off-street parking spaces of which 267 spaces are existing at the present

THE EXISTING DEVELOPMENT
THE DIMOND SHOPPING DISTRICT
OAKLAND CALIFORNIA

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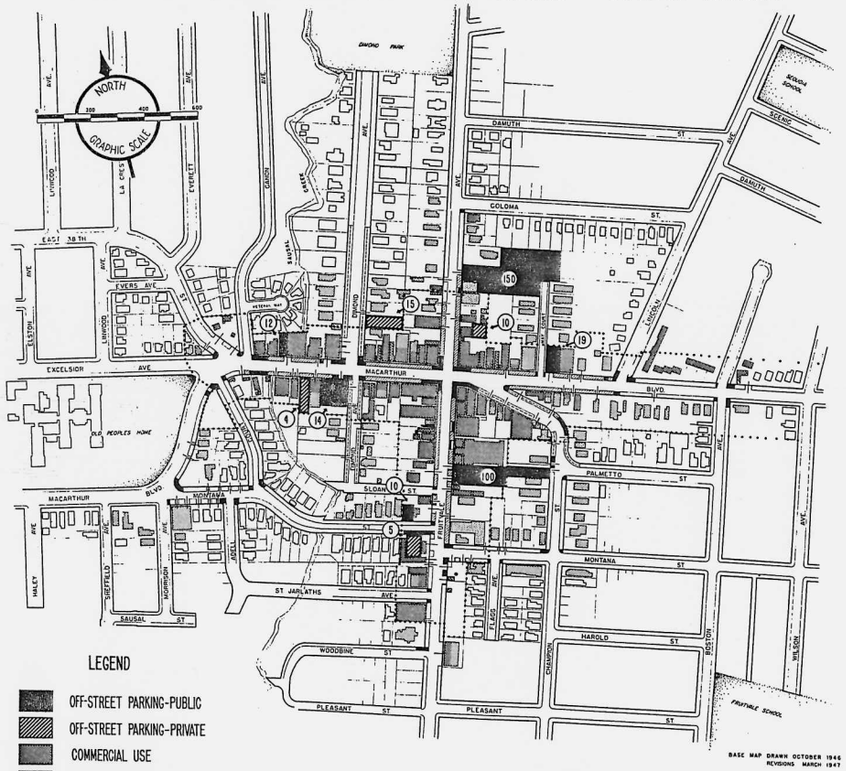

NOTES

STUDY INCLUDES AREA WITHIN THE PRESENT COMMERCIAL DEVELOPMENT

ALL DATA FROM FIELD OBSERVATION AS OF APRIL 1947

PLATE 23.

THE PROPOSED DEVELOPMENT

THE DIMOND SHOPPING DISTRICT

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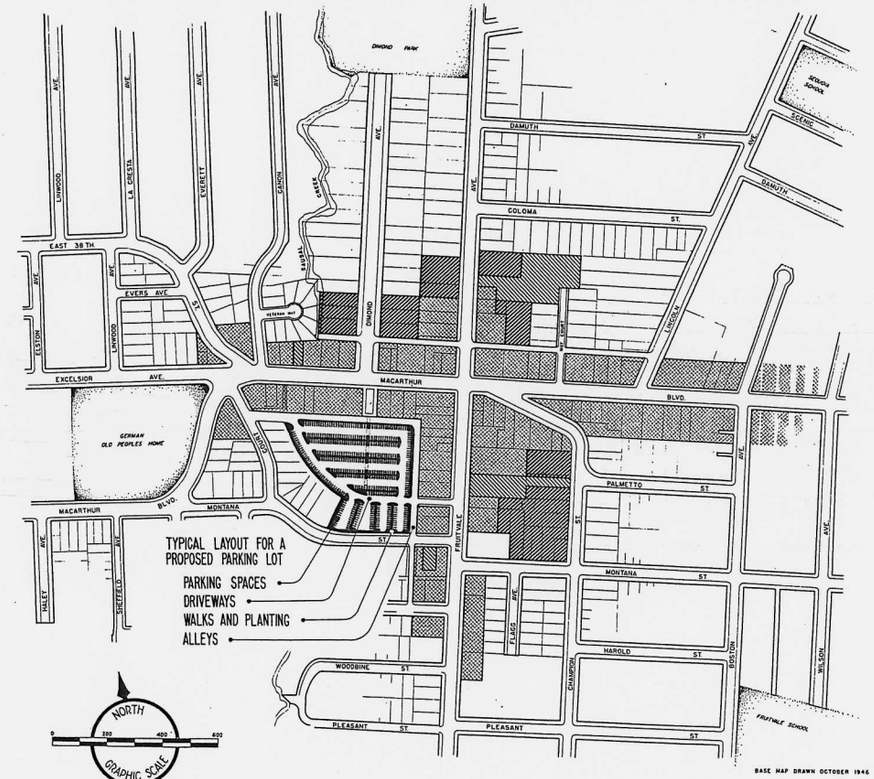

ALLEYS PROPOSED BEHIND COMMERCIAL FRONTAGE AS SHOWN.

MAP SHOWS A TYPICAL LAYOUT FOR ONE OF THE 6 PROPOSED PARKING LOTS.

LEGEND

- FUTURE COMMERCIAL DEVELOPMENT
- PROPOSED PARKING LOT
- EXISTING LOT TO REMAIN

PLATE 24.

time. This, with the addition of 481 curb spaces, provides a total of 1,842 car spaces or a ratio of one parking space for every 250 square feet of future commercial floor area. Prohibition of curb parking on MacArthur during rush hours will materially simplify traffic circulation within the shopping center and permit cars to enter and leave off-street parking areas with greater facility.

The proposed lots are located on all sides of the commercial area so that every section is well provided with parking service. The placement is such that cars will be attracted to the parking areas before entering the congested portion of the district. A typical layout is indicated for the lot located southwest of the intersection of MacArthur and Fruitvale.

In connection with the development of these lots, provision is made for service alleys behind the commercial frontage. This will allow all service and deliveries to be made without the stopping of trucks on the streets as is the present practice.

The following is a summary of acquisition, improvement and operating costs, when all proposed locations have been acquired and improved for ground-level parking:

Total Acquisition Cost	$284,500
Total Improvement Cost	92,990
Grand Total	$377,490
Annual Amortization and Interest	$22,649
Annual Operation and Maintenance	19,692
	$42,341
Annual Administration Cost	847
Total Cost	$43,188
Annual Income - Parking Fees	$46,123
Annual Profit (equivalent to $2.68 per parking space)	$ 2,935

Montclair District

The Montclair Shopping Center is the newest commercial area in the city. The existing development of the area is shown on Plate 25. There is no provision at the present time for off-street parking. The existing 200 curb parking spaces serving the area are now filled to capacity at the peak period and there is dire need for more parking spaces.

It is expected that the commercial development in the Montclair area will soon fill all of the available commercial area, and amount to 247,500 square feet of commercial floor space. Using the ratio of one parking space to 200 square feet of commercial floor area, the future parking requirement for the Montclair District will be approximately 1,240 spaces.

Future curb spaces serving the area will be reduced to an estimated 175 spaces leaving 1,065 spaces to be provided by off-street parking. Plate 26 shows the proposed location of six off-street parking lots providing approximately this number of spaces giving the future parking ratio of 1 to 200 for the district.